

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A method of enhancing rendering of a content item, comprising receiving a portion of the content item from a client system ~~(200, 220)~~, processing the received portion to obtain an identifier for the content item, obtaining further information on the content item using the identifier, and transmitting the further information to the client system ~~(200, 220)~~, wherein a portion of the further information includes an offer to sell a further content item related to the content item.

2-8. (Canceled)

9. (Currently amended) A server system ~~(250)~~ arranged for facilitating enhanced rendering of a content item, comprising receiving means ~~(251)~~ for receiving a portion of the content item from a client system ~~(200, 220)~~, processing means ~~(252)~~ for processing the received portion to obtain an identifier for the content item, lookup means ~~(253, 260)~~ for obtaining further information on the content item using the identifier, and for transmitting the further information to the client system ~~(200,~~

220), wherein a portion of the further information includes an offer to sell a further content item related to the content item.

10. (Currently amended) The server system—(250) of claim 9, the processing means—(252) being arranged for computing a hash value for the received portion of the content item, the identifier comprising the computed hash value.

11. (New) A method of facilitating an e-commerce transaction comprising the acts of:

receiving an electronic content item;

processing the content item to determine an identifier for the content item; and

transmitting an electronic offer to sell in response to the determined identifier.

12. (New) The method of Claim 11, wherein the receiving comprises the acts of:

receiving at a client system the electronic content item; and

transmitting to a server system a portion of the electronic content item.

13. (New) The method of Claim 11, wherein the processing comprises the acts of:

calculating a hash of the content item; and
determining the identifier from the hash of the content item.

14. (New) The method of Claim 11, wherein the processing
comprises the acts of:

extracting a watermark from the content item; and
determining the identifier from the watermark.